

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/06 thru 07/12. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY												
			PREVIOUS WEEK				PREVIOUS YEAR						
	Feature Rate		16.2% of 22,500 stores			18.3% of 22,500 stores				34.5% of 19,500 stores			
			ARGE	LARGE		X LARGE		LARGE		X LARGE		LARGE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
R	USDA GRADE AA												
E	White 12 pack			300	1.41	10	1.79	270	1.27			1,080	1.24
G	White 18 pack			240	1.50			140	2.43			1,590	2.22
U	Brown 12 pack												
L A R	USDA GRADE A												
	White 12 pack	10	0.99	300	1.07	30	0.99	400	1.03	150	1.03	2,030	1.06
	White 18 pack			350	1.70			70	1.61	30	2.00	800	1.79
	Brown 12 pack			30	1.19			80	1.37				
	USDA ORGANIC												
_	White 12 pack												
S	Brown 12 pack	100	3.99	1,210	4.03	10	3.79	140	4.16	30	3.56	410	3.70
P E	OMEGA-3												
C	White 12 pack	310	2.69	1,560	2.14	440	2.70	1,340	2.28	550	2.69	1,020	2.24
ī	Brown 12 pack			200	2.50			120	3.38			260	2.83
A	CAGE-FREE												
î	White 12 pack			90	2.72			380	2.89	10	2.99	610	2.71
Ŧ	Brown 12 pack	130	2.99	450	2.64	90	2.99	560	2.80	150	2.81	1,840	2.83
Ÿ	VEGETARIAN FED												
	White 12 pack			40	2.99	240	1.99	250	2.01			230	2.49
	Brown 12 pack			330	2.92			50	2.09			490	2.71

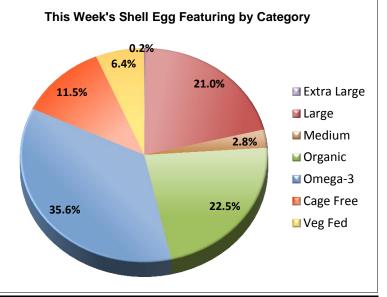
	ggs - Grade A or bet	ter, avg. feature	price converted to \$/	/dozen	
1.37		1.34			
1.28				1.20	
1.10					1.16
1.01	1.07		1.03		
Jun 01-07	Jun 08-14	Jun 15-21	Jun 22-28	Jun 29-Jul-05	Jul 06-12

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,230	1,000	5,680	Large Eggs on
Specialty	4,420	3,620	5,600	Jul-02-2012
Total (includes MD)	5,810	4,820	11,400	490.3
Special Rate 4/:	1.1%	6.7%	0.3%	up 7.0%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

As the commotion from the July 4th holiday starts to fade, featuring of shell eggs attempts an increase in activity. Extreme heat over much of the nation has heatstressed hens laying lighter-weight eggs, reflected in ads as fewer offers of Extra Large and widespread availability of Mediums. The average price of Grade A, Large white eggs offered to consumers is down slightly this week. The presence of 'no price' incentives is less visible this ad cycle with retailers backing away from this promotion ploy following the holiday. Promotions for specialty shell eggs increase in number, particularly for USDA Organic brown eggs. Remaining specialty types appears in ads at a slightly lower pace. Featuring of liquid shell egg products is more active on all package sizes with 14-16 ounce cartons leading the way. The extreme heat wave plaguing a large portion of the country has birds and consumers alike off their feed. As the temps moderate into the next ad cycle, sales are sure to rebound, if only to restock product lost to power outages.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHI (CT,DE,MA,MD,ME	E AST U.S. .NH.NJ.NY.PA.RI	I.VT)		C,SC,TN,VA,WV)		EST U.S. N,ND,NE,OH,SD,WI)			
Feature Rate 17 Activity Index 47			sampled outlets	; ;	16.8% of 6,000	sampled outlets 0 (includes Medium)	10.1% of 4,000 sampled outlets Activity Index = 630 (includes Medium)				
	CLASS	EXTRA LARGE	LARGE		EXTRA LARGE	LARGE	EXTRA LARGE	LARG			
	M/hita 40 maak	Price Range Stores Avg 3/	Price Range 1.50	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range St	ores Avg 3/		
USDA	White 12 pack White 18 pack		1.50	10 1.50							
GRAD	Brown 12 pack										
AA	MEDIUM	White 12 pack			White 12 pack		White 12 pack				
	White 12 pack	VVIII.0 12 pack	1.50	50 1.50	Willo 12 pack	0.96 30 0.96	0.99 10 0.99	0.89 - 1.00	100 0.98		
USDA	·		1.68	10 1.68		1.88 70 1.88		1.49	160 1.49		
GRAD	· ·										
Α	MEDIUM	White 12 pack White 30 pack	0.79 - 0.98	30 0.82	White 12 pack White 30 pack	0.88 - 1.00 20 0.93	White 12 pack White 30 pack	0.97 - 1.00	40 0.99		
US	DA ORGANIC	·			·		·				
	White 12 pack										
S	Brown 12 pack	3.99 100 3.99	3.79 - 4.99	230 4.21		3.99 520 3.99		3.99 - 4.29	290 4.18		
E ON	IEGA-3										
c	White 12 pack	2.50 - 2.99 250 2.62	1.00 - 2.50	1,070 2.01		1.99 - 2.96 420 2.47		2.29 - 2.96	20 2.75		
	Brown 12 pack										
A CA	GE-FREE		0.07	70 000							
L	White 12 pack		2.97 - 2.99	70 2.99		2.00 40 2.00		2.40	10 0.40		
T	Brown 12 pack GETARIAN FED	2.99 130 2.99	1.99 - 3.59	350 2.67		2.99 10 2.99		2.49	10 2.49		
A LAC	White 12 pack		2.99	40 2.99							
	Brown 12 pack		2.29 - 3.99	220 3.45							
	Brown 12 paok	SOUTH CE	NTRAL U.S	220 0.10	SOUTHV	VEST U.S.	NORTH	WEST U.S.			
		(AR,AZ,CO,KS,LA	,MO,NM,OK,TX,U	JT)		HI, NV)	(AK,ID,MT	OR,WA,WY)			
F	eature Rate 1/	·	sampled outlets		9.3% of 2,900 s	sampled outlets	13.4% of 1,200	sampled outlets			
A	ctivity Index 2/	Activity Index = 1,07	70 (includes Med	lium)) (includes Medium)	Activity Index = 160 (includes Medium)				
USDA	White 12 pack		0.99 - 1.25	140 1.22	-	1.59 - 1.68 130 1.68	-	0.99	20 0.99		
GRAD	White 18 nack		0.99 - 2.10	140 1.21		1.80 - 2.25 70 2.04		1.37 - 1.88	30 1.56		
AA	Brown 12 pack										
,,,,	MEDIUM	White 12 pack	0.69	20 0.69	White 12 pack	0.80 - 0.99 50 0.84	White 12 pack				
	White 12 pack		0.98 - 1.00	120 0.99							
USDA	· ·		1.88	110 1.88							
GRAD	E Brown 12 pack	White 40 mode			White 40 month	1.19 30 1.19	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\				
Α	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack		White 12 pack White 30 pack				
US	DA ORGANIC										
s	White 12 pack		0.40	470 0 5							
D	Brown 12 pack		3.49 - 3.99	170 3.68							
E	MEGA-3 White 12 pack				2.99 20 2.99		2.99 40 2.99	1.99 - 2.50	50 2.09		
С	Brown 12 pack		2.50	200 2.50	2.99 20 2.99		2.99 40 2.99	1.33 - 2.30	50 2.09		
I CA	GE-FREE		2.00	200 2.00							
A	White 12 pack							1.79	20 1.79		
누	Brown 12 pack		1.99 - 3.00	60 2.27		2.99 20 2.99					
VEC	GETARIAN FED										
	White 12 pack										
	Brown 12 pack		1.79 - 2.00	110 1.87							
0	110044 1 1/	ral Marketing Service Poultry							2 of		

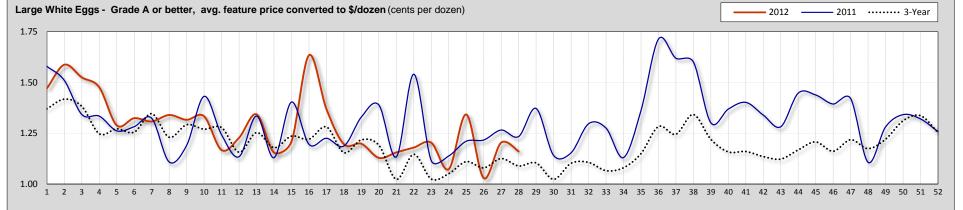


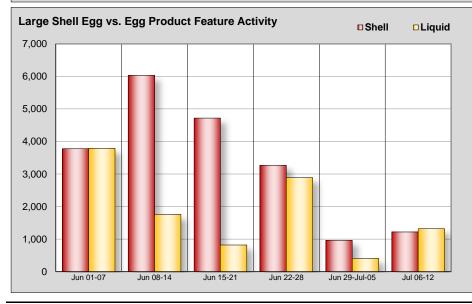
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

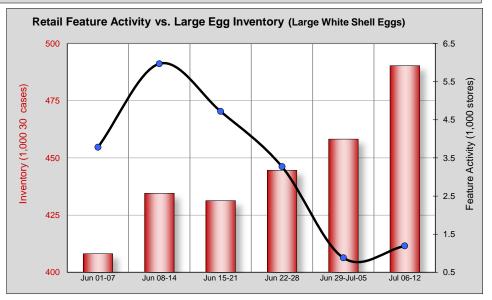
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/06 thru 07/12.

(prices in dollars per carte

EGG PRODUCTS	THIS WEEK	LAST LAST WEEK YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	2.9%	1.6%	9.3%	10.1% of 4,4	00 sampled	3.5% of 6,0	00 sampled	0.0% of 4,00	00 sampled	0.2% of 4,00	0 sampled	0.0% of 2,90	00 sampled	0.0% of 1,20	0 sampled
2/ Activity Index	1,320	410	2,870	Activity Inc	dex = 1,100	Activity Index = 190		Activity Index = 20		Activity Index = 10		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	930 2.60	180 2.64	1,520 1.85	1.99 - 3.59	710 2.76	2.00	190 2.00	2.50	20 2.50	2.99	10 2.99				
32 oz. crtn	240 5.69	150 5.85	1,030 4.53	5.69	240 5.69										
3 - 4 oz. cup	150 2.53	80 2.55	320 2.26	1.99 - 2.99	150 2.53										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.